CONTRACT

WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

Contract / Revision	Alt Order #
132432 /	07887490

Product
MCCRORY/GOV/R

Contract Dates	Estimate #
09/07/12 - 09/16/12	**907916**

Advertiser	Original Date / Revision
McCrory, Pat for NC Governor	08/02/12 / 08/02/12

And:

Smart Media Group
101 N Columbus Street Suite 200
Alexandria, VA 22314

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WCCB	Merideth Radow	Washington-Eag

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code
1046	MCCR	ORDR

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
D 1	WCCB	09/07/12	09/07/12	Ellen	5p-6p		:30			NM	0	$0.00
D 2	WCCB	09/10/12	09/14/12	Ellen	5p-6p		:30			NM	0	$0.00
D 4	WCCB	09/08/12	09/08/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	0	$0.00
D 5	WCCB	09/09/12	09/09/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	0	$0.00
6	WCCB	09/15/12	09/15/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	1	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	-----S-	1	$250.00						
7	WCCB	09/16/12	09/16/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	1	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	------S	1	$250.00						
8	WCCB	09/12/12	09/12/12	X Factor	X Factor		:30			NM	1	$3,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	--W----	1	$3,000.00						
D 9	WCCB	09/07/12	09/07/12	FOX Prime	8p-9p		:30			NM	0	$0.00
10	WCCB	09/14/12	09/14/12	FOX Prime	8p-9p		:30			NM	1	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	----F--	1	$600.00						
D 11	WCCB	09/11/12	09/13/12	Fox News @ 10pm	10p-1035p		:30			NM	0	$0.00
12	WCCB	09/07/12	09/07/12	Ellen	5p-6p		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	----F--	1	$200.00						
13	WCCB	09/10/12	09/14/12	Ellen	5p-6p		:30			NM	10	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	22222--	10	$200.00						
14	WCCB	09/10/12	09/16/12	Fox News @ 10pm	10p-1035p		:30			NM	5	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	11111--	5	$300.00						
E 15	WCCB	09/08/12	09/08/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	1	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	-----S-	1	$250.00						
D 16	WCCB	09/07/12	09/07/12	FOX Prime	8p-9p		:30			NM	0	$0.00
17	WCCB	09/10/12	09/16/12	Fox News EDGE	1035p-11p		:30			NM	5	$1,250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions. printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.

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	Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays 11111--	Spots/Week 5	Rate $250.00						
18	WCCB	09/15/12	09/15/12	Fox News Got Game Sat	1035p-11p		:30			NM	1	$150.00
	Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -----S-	Spots/Week 1	Rate $150.00						
19	WCCB	09/16/12	09/16/12	Fox News Got Game Sun	1035p-11p		:30			NM	1	$150.00
	Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays ------S	Spots/Week 1	Rate $150.00						
20	WCCB	09/09/12	09/09/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	1	$250.00
	Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays ------S	Spots/Week 1	Rate $250.00						
N 21	WCCB	09/10/12	09/16/12	Fox News EDGE	1035p-11p		:30			NM	3	$750.00
	Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays MTWTF--	Spots/Week 3	Rate $250.00						
									Totals		32	$10,600.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/16/12	32	$10,600.00	$9,010.00
Totals	32	$10,600.00	$9,010.00

Signature: _____ **Date:** _____

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